

# CIVIC EDGE CONSULTING





# **SAN FRANCISCO RESIDTRICTING TASK FORCE**

# CIVIC EDGE CONSULTING



Founded in 2003, Civic Edge Consulting is a women-owned, employee-led, LBE/DBE-certified company that specializes in community outreach, stakeholder engagement, media, and strategic communications.

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# CIVIC EDGE CONSULTING

Our team has supported communications and public engagement campaigns touching a wide variety of issue areas including:

- Transportation
- Infrastructure
- Economic development
- Construction mitigation
- Bicycle and pedestrian safety
- Public health
- Budget processes and bond measures



# PROJECT TEAM



**Lisbet Sunshine**  
President



**Rosie Dilger**  
VP, Government Affairs



**Abraham Vallin**  
Sr. Project Manager



**Jenny Zhou**  
Sr. Project Manager

**ENGAGE**  
**EDUCATE**  
**EMPOWER**

# STAKEHOLDER OUTREACH

## Goals for Engagement

- Inform and educate public about the redistricting process
- Empower San Francisco constituents and increase participation in the redistricting process
- Conduct virtual and in-person presentations to established groups citywide
- Partner with neighborhood organizations, merchant associations, community benefit organizations, neighborhood hubs, and cultural or faith-based organizations





# STAKEHOLDER OUTREACH

## Approach & Ethos

- Honor community space and “meet people where they are”
- Accessible, multilingual, and culturally competent community outreach
- Investing time and resources to connect with underserved communities and neighborhoods
- Look for innovative opportunities to engage traditionally hard to reach populations





# COMMUNICATIONS SUPPORT & MATERIALS

## Key Deliverables

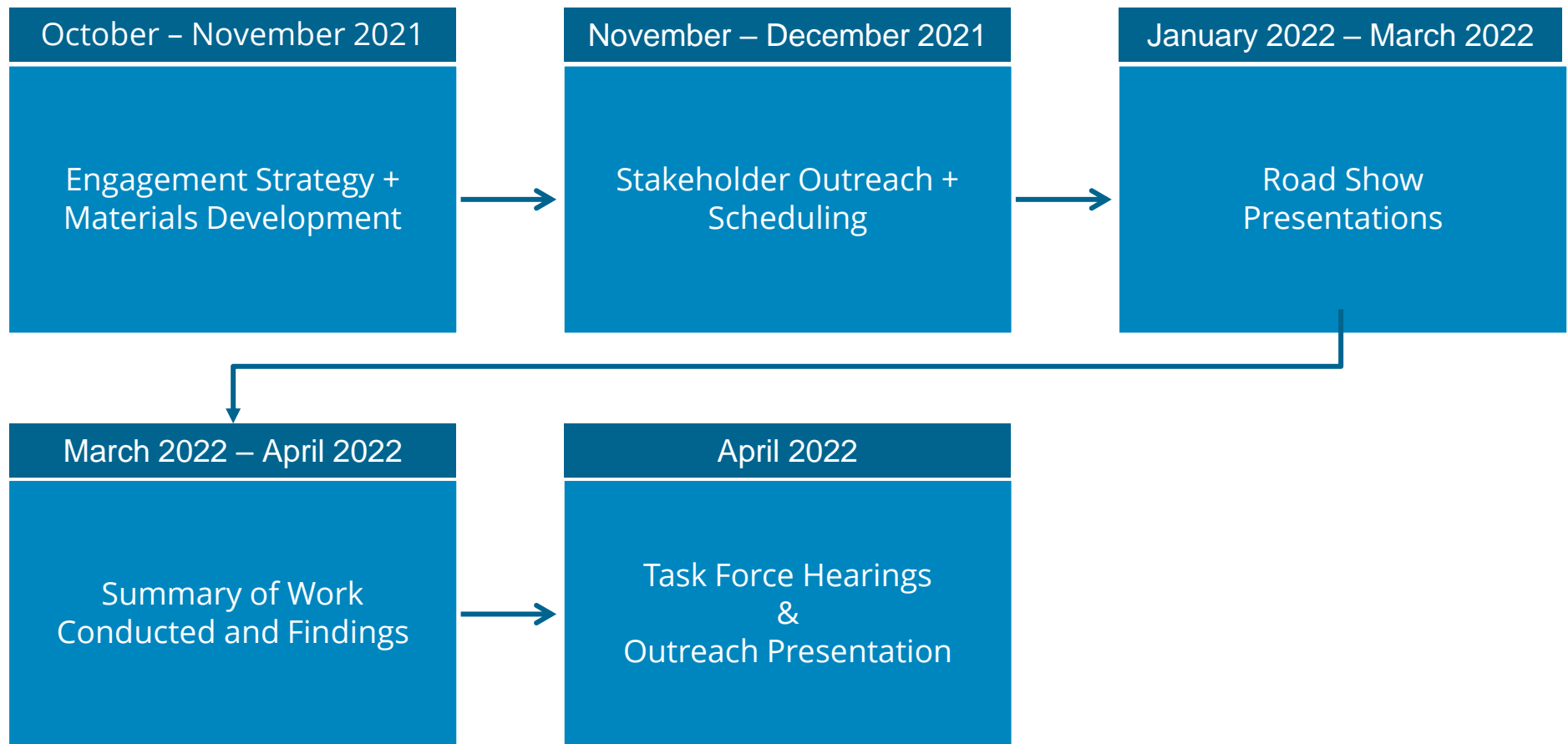
- Outreach Plan
- Messaging & Communications
- Print & Digital/Website Content
- Multilingual outreach & event staffing
- Feedback tracking & final report

## As-Needed Services:

- Posters & Signage
- Digital Content
- Print & Digital Media
- Community Newspaper Advertisements
- Social Media Support
- Collateral Design
- Mail & Postage



# TIMELINE



# QUESTIONS?